UNWTO/CTO Workshop on Tourism Statistics
Session 2 - 17 February 2021

Measuring the Different forms of tourism: inbound, domestic and outbound tourism
International Standards for Measuring Tourism

https://www.unwto.org/standards/un-standards-for-measuring-tourism
Module 2: Forms of Tourism

- Differentiate Travel and Tourism
- Identify the main purposes of tourism trips
- Distinguish Visitors and Tourists
- Delineate the usual environment
- Differentiate between inbound, domestic, outbound, internal, national and international tourism
- Recognize the available data sources for tourism flows
- Understand the measurement of yacht tourism
Travel and Tourism

Not all travel is tourism

Travel refers to the activity of a traveller while tourism refers to the activity of visitors:

• A **traveller** is someone who moves between different geographic locations for any purpose and for any duration

• A **visitor** is a traveller taking a trip to a main destination **outside his or her usual environment**, for **less than a year** and for any **main purpose** (business, leisure or other personal purpose) other than to be employed by an entity resident in the country or place visited. These trips taken by visitors qualify as **tourism trips**.

**Tourism** refers to the activity of **visitors**.

**Tourism** is therefore a subset of travel and visitors are a subset of travellers.
Visitors and Tourists

Tourism refers to the activity of visitors

Demand side phenomenon

A visitor becomes a tourist when he/she makes an overnight stay.

A visitor who does not make an overnight stay is called an excursionist.

Visitors = tourists + excursionists

Most of the time, a cruise passenger is an excursionist, not a tourist.
### Main purpose of tourism trips

*(in the absence of which the trip would not have taken place)*

**TOURISM**

**Personal purposes**
- Holiday, leisure and recreation
- Visiting friends and relatives
- Education and training
- Health and medical care

**Business & Professional**

**NOT TOURISM**
- Religion / pilgrimages
- Shopping
- Transit
- Other

**International Classification**

- Workers (border, seasonal, short-term or long term)
- Nomads and refugees
- Transit passengers not entering the economic & legal territory
- Crews on public modes of transport
- Persons entering to establish their residence
- Long-term students and patients
- Other travellers deemed not to enter the economic territory: diplomats, consular staff, military personnel and their dependants
Usual environnement of an individual

Particularly crucial for determining domestic tourism

Is the geographical area, not necessarily a contiguous one, within which an individual conducts his/her regular life routines (place of work or study, any place visited regularly even if it is located far away such as shopping centers, home of family & friends, healthcare facilities etc.)

Criteria to delineate the usual environnement:

- Frequency of the trip
- Duration of the trip
- The crossing of administrative or national borders
- Distance from the place of usual residence
International tourism:
Inbound tourism + Outbound Tourism

The same logic applies as for international trade

International trade: exports + imports

Forms of tourism

- Inbound tourism
  Activities of a non-resident visitor within the country of reference

- Domestic tourism
  Activities of a resident visitor within the country of reference

- Outbound tourism
  Activities of a resident visitor outside the country of reference

- Internal tourism

- National tourism
What do we want to measure?

Inbound tourism

Internationally comparable data

<table>
<thead>
<tr>
<th>Arrivals</th>
<th>Arrivals by form of organization of the trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Total</td>
</tr>
<tr>
<td>1.2</td>
<td>Overnight visitors (tourists)</td>
</tr>
<tr>
<td>1.3</td>
<td>Same-day visitors (excursionists)</td>
</tr>
<tr>
<td>1.4</td>
<td>* of which, cruise passengers</td>
</tr>
<tr>
<td>1.5</td>
<td>Total</td>
</tr>
<tr>
<td>1.6</td>
<td>Africa</td>
</tr>
<tr>
<td>1.7</td>
<td>Americas</td>
</tr>
<tr>
<td>1.8</td>
<td>East Asia and the Pacific</td>
</tr>
<tr>
<td>1.9</td>
<td>Europe</td>
</tr>
<tr>
<td>1.10</td>
<td>Middle East</td>
</tr>
<tr>
<td>1.11</td>
<td>South Asia</td>
</tr>
<tr>
<td>1.12</td>
<td>Other not classified</td>
</tr>
<tr>
<td>1.13</td>
<td>* of which, nationals residing abroad</td>
</tr>
<tr>
<td>1.14</td>
<td>Total</td>
</tr>
<tr>
<td>1.15</td>
<td>Personal</td>
</tr>
<tr>
<td>1.16</td>
<td>* holidays, leisure and recreation</td>
</tr>
<tr>
<td>1.17</td>
<td>* other personal purposes</td>
</tr>
<tr>
<td>1.18</td>
<td>Business and professional</td>
</tr>
<tr>
<td>1.19</td>
<td>Total</td>
</tr>
<tr>
<td>1.20</td>
<td>Air</td>
</tr>
<tr>
<td>1.21</td>
<td>Water</td>
</tr>
<tr>
<td>1.22</td>
<td>Land</td>
</tr>
<tr>
<td>1.23</td>
<td>* railway</td>
</tr>
<tr>
<td>1.24</td>
<td>* road</td>
</tr>
<tr>
<td>1.25</td>
<td>* others</td>
</tr>
<tr>
<td>1.26</td>
<td>Total</td>
</tr>
<tr>
<td>1.27</td>
<td>Package tour</td>
</tr>
<tr>
<td>1.28</td>
<td>Other forms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.29</td>
<td>Total</td>
</tr>
<tr>
<td>1.30</td>
<td>Guests</td>
</tr>
<tr>
<td>1.31</td>
<td>Overnights</td>
</tr>
<tr>
<td>1.32</td>
<td>Hotels and similar establishments</td>
</tr>
<tr>
<td>1.33</td>
<td>Total</td>
</tr>
<tr>
<td>1.34</td>
<td>Travel</td>
</tr>
<tr>
<td>1.35</td>
<td>Passenger transport</td>
</tr>
<tr>
<td>1.36</td>
<td>Total</td>
</tr>
<tr>
<td>1.37</td>
<td>Personal</td>
</tr>
<tr>
<td>1.38</td>
<td>Business and professional</td>
</tr>
</tbody>
</table>

Indicators:

- Average size of travel party
- Average length of stay
- For all commercial accommodation services
- * of which, "hotels and similar establishments"
- For non commercial accommodation services
- Average expenditure per day
What do we want to measure?

Domestic tourism

Internationally comparable data

Trips
2.1 Total
2.2 ♦ Overnight visitors (tourists)
2.3 ♦ Same-day visitors (excursionists)

Trips by main purpose
2.4 Total
2.5 ♦ Personal
2.6 * holidays, leisure and recreation
2.7 * other personal purposes
2.8 ♦ Business and professional

Trips by mode of transport
2.9 Total
2.10 ♦ Air
2.11 ♦ Water
2.12 ♦ Land
2.13 * railway
2.14 * road
2.15 * others

Trips by form of organization
2.16 Total
2.17 ♦ Package tour
2.18 ♦ Other forms

Accommodation
2.19 Total
2.20 ♦ Guests
2.21 ♦ Overnights

Hotels and similar establishments
2.21 ♦ Guests
2.22 ♦ Overnights

Indicators
2.23 Average size of travel party
2.24 Average length of stay
2.25 ♦ For all commercial accommodation services
2.26 * of which, "hotels and similar establishments"
2.27 ♦ For non commercial accommodation services
2.28 Average expenditure per day
What do we want to measure?

Outbound tourism

Internationally comparable data

<table>
<thead>
<tr>
<th>Departures</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Total</td>
<td></td>
</tr>
<tr>
<td>3.2 Overnight visitors (tourists)</td>
<td></td>
</tr>
<tr>
<td>3.3 Same-day visitors (excursionists)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditure</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3.4 Total</td>
<td></td>
</tr>
<tr>
<td>3.5 Travel</td>
<td></td>
</tr>
<tr>
<td>3.6 Passenger transport</td>
<td></td>
</tr>
</tbody>
</table>

Expenditure by main purpose of the trip

<table>
<thead>
<tr>
<th>Expenditure by main purpose of the trip</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3.7 Total</td>
<td></td>
</tr>
<tr>
<td>3.8 Personal</td>
<td></td>
</tr>
<tr>
<td>3.9 Business and professional</td>
<td></td>
</tr>
</tbody>
</table>

Indicators

<table>
<thead>
<tr>
<th>Indicators</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3.10 Average length of stay</td>
<td></td>
</tr>
<tr>
<td>3.11 Average expenditure per day</td>
<td></td>
</tr>
</tbody>
</table>
Main data sources

Tourism flows

Inbound tourism
- Administrative data: Immigration records (entry/departure cards), Transport operators records (i.e. ship manifest)
- Surveys: at borders (airports and ports), at accommodation establishments, at attraction places,
- Big data: Mobile network operators, booking platforms, others

Domestic tourism
- Surveys: Household survey, at accommodation establishments, at attraction places
- Big data: Mobile network operators, booking platforms, others

Outbound tourism
- Administrative data: Immigration records (entry/departure cards), Transport operators records
- Surveys: Household survey, at borders (airports and ports)
Understanding the data sources

Some considerations

How reliable are they

- Coverage or timing issues
- Census versus sample
- Regular versus irregular
- Are they available on consistent basis over time
- Do definitions match the concepts

What was the purpose behind the data

- Are data designed for one purpose but used for another
How to implement a border survey

1. INSTITUTIONAL COOPERATION
   - Tourism administration
   - Statistical office
   - Migration authorities
   - Central bank
   - Border control authority
   - Passenger transport administration

2. CONCEPTS, DEFINITIONS, CLASSIFICATIONS
   - Visitors/other types of travellers
   - Tourist/same-day visitors
   - Nationals resident abroad
   - In-transit visitors

3. FRAMES

4. SAMPLING
   - Recommended stratification variables
     - Means of transport
     - Type of visitor
     - Country of residence

5. QUESTIONNAIRE DESIGN
   - Set of proposed questions
     (see Annex 1 to the present publication)

6. RESPONSE AND NON-RESPONSE

7. DATA COLLECTION

8. PERIODICITY

9. IMPUTATION

10. ESTIMATION
   - Total expenditure
     - Average expenditure by visitor
     - Average daily expenditure
     - Average expenditure by a travel group

11. SEASONAL ADJUSTMENT

12. DATA PROCESSING
   - Coverage errors
     - Sampling and non-sampling errors
     - Etc.

13. DATA CHECKING

14. DATA DISSEMINATION
   - Means of access
     - Typology of visitor
     - Country of residence
     - Purpose of visit
     - Organization of trip
     - Etc.

15. DATA CONFRONTATION

16. DOCUMENTATION

17. ADMINISTRATIVE DATA USE
   - To test the questionnaire and to identify potential sources for sampling and non-sampling errors

18. PILOT SURVEY

Thank you!